

RJ REYNOLDS

TOBACCO COMPANY

E-Mailed 2/5/98
Fixed to Consolidated
COPY
RMD 2/5/98

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 5, 1998

RJR Account #375878

P. Cox

McLANE-NORTHEAST

MARCH: WINSTON B2G1F PROMOTION #800115

Dear Paul:

We have placed orders for *Winston B1G1F* product, and 'Live' product, as listed to pack and ship this promotion to your participating retail accounts (Note: This is not a pre-served promotion). 1650 SKUs of Displays (item #538994) have been ordered to Consolidated Industries to pack this Promotion.

Product PO Numbers:

PO Number	Product / State	#/Cases Per Style			\$ Amount
		FF BOX	LT BOX	ULT LT BOX	
	UPC Code	12300-11226	12300-11926	12300-70326	
ER2875-01	B1G1F / CT	2	4	2	\$875.79
ER2876-01	B1G1F / MA	3	6	3	\$845.69
ER2877-01	B1G1F / NH	1	2	1	\$515.90
ER2878-01	B1G1F / NJ	2	4	2	\$515.79
ER2879-01	B1G1F / NY	19	38	19	\$7,636.04
ER2880-01	B1G1F / OH	2	4	2	\$1,187.79
ER2881-01	B1G1F / PA	25	50	25	\$13,797.42
ER2882-01	B1G1F / RI	1	2	1	\$311.90
	TOTALS	55	110	55	\$25,170.53
ER2883-01	'LIVE' Product	14	55	28	\$42,763.59

\$67,934.12

PARTNERS 'BONUS' REPORTING DESCRIPTION:

'WIN MAR B2G1F'

Product Arrival:

February 23, 1998

Shipper Displays Arrival (Consolidated):

February 26, 1998

Ship Date to Retail:

Week of March 16, 1998

51852 8984

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McLane NE
B2G1F

Item #538994 (Displays)

SKU CUBE:

1.6700

SKU WT (w/o Product):

4.5000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

4 Full Price Cartons

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE
B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON
PACK OF SAME STYLE TO OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND
SHIP TO RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:

*** 4 CARTONS:**

2 WINSTON LT BOX / 1 WINSTON FF BOX / 1 WINSTON ULT LT BOX

EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will
reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on
a timely basis. This equates to ~~\$2.98200~~ **(\$10 (12M) cases @ \$28.00)**.

If you have any questions, please contact me. As always, thanks for your assistance in
the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams

cc: R. Moore / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

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